

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the following discussion, is respectfully requested.

Claims 1 and 3-33 are pending, with Claims 1, 3-7, 11-16, 20, and 28-33 amended by the present amendment.

In the Official Action, Claims 1-5, 7-14, 16-27 and 31-33 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ho (U.S. Patent No. 5,909,207) in view of Applicants' admitted prior art (APA); Claims 6 and 15 were rejected under 35 U.S.C. § 103(a) as being obvious in view of Ho, Applicants' admitted prior art, and Sarra (U.S. Patent No. 5,053,762); and Claims 28-30 were indicated as containing allowable subject matter.

Applicants acknowledge with appreciation the indication of allowable subject matter.

Applicants acknowledge with appreciation the telephone interview with the Examiner on December 22, 2006. During the interview, the Examiner clarified the basis of rejection in view of Ho and APA. The interview summary clarifies that the rejection is based on a statement in Ho that an author may include self-aggrandizing statements or honoraria within his text, such statements or honoraria being an embedded advertisement. Applicants' independent claims are amended to more distinctly claim Applicants' invention to clarify that the embedded advertisement is electronic content embedded within pre-existing content from a remote location. That is, the advertisement is something that is added after the original content is created and archived. Additional amendments are introduced to comply with 35 U.S.C. § 112, second paragraph. Support for this amendment is found in Applicants' originally filed specification. No new matter is added.

Briefly recapitulating, Claim 1 is directed to a method for electronically inserting advertisement into displayed content into an electronic book. The method includes

organizing sequentially content of the electronic book into portions corresponding to more pages than what are simultaneously viewed on a single display; inserting from a remote electronic archive an advertisement at a location within the content, the content now including the advertisement; dividing the content including the advertisement into a plurality of discrete content amounts; displaying at least two of the discrete content amounts on the single display, at least one of the two discrete amounts including the advertisement, the content including the advertisement embedded on a page that is displayed on the single display; and advancing to a selected discrete content amount other than the at least two discrete content amounts. The advancing step includes displaying at least two pages simultaneously flipping across from at least one of book right-side to the book left-side and from the book left-side to the book right-side, a corresponding one of the at least two pages simultaneously flipping being the page displaying the content including the embedded advertisement, and displaying a speed of browsing through the electronic book. The number of the at least two simultaneously moving pages is proportional to a variable flipping speed, and the speed of browsing through the electronic book is proportional to the variable flipping speed.

Ho describes displaying content of an electronic book on flipping pages. However, as acknowledged by the Official Action, Ho does not disclose or suggest inserting an advertisement at a location within book content resulting in the book content now including the advertisement. To cure this deficiency the Official Action points to Figure 14 of the present application which is marked as prior art.

However, contrary to the Official Action Figure 14 does not disclose or suggest inserting an advertisement as recited in Applicants' pending claims. Figure 14 is described in detail beginning on page 11 of Applicants' originally filed specification. Regarding the portion of Figure 14 directed to insertion of advertisement in Internet data transmission,

Applicants' specification notes that technology has *not yet been* developed to allow insertion within content. Applicants' specification notes that, as of the time that the application was filed, an Internet service provider could transmit data from a web host memory to a computer site. In Applicants' admitted prior art, advertisements are placed with content by way of banners and other techniques that *do not* result in Applicants' claimed insertion resulting in content now including the advertisement.

Indeed, Applicants' admitted prior art recites that the admitted prior art of record was prohibited from inserting advertisements within the displayed content.¹ As noted in Applicants' specification, in view of the very same prior art cited by the Official Action, the inventor identified a need for a novel system and method for electronic advertisement that can be integrated into an Internet browser. Moreover, in view of the very same prior art cited by the Official Action, the inventor identified an Internet browser with a book-like interface that takes full advantage of the interface for the most effective delivery of advertisements to the users. Applicants' specification recites that "in view of the aforementioned shortcomings of presently available schemes for delivering electronic advertisements on the Internet, [the invention involves] inserting pages of advertisements among the contents that are presented in a flipping book-like manner."²

In view of the foregoing comments, and MPEP §706.02(j), Applicants submit that the Official Action does not present a *prima facie* case of obviousness because both Ho and Applicants admitted prior art fail to disclose all the features of Applicants' claimed invention.

The interview summary of December 22, 2006 clarifies the rejection, pointing to a passage of Ho that was not explicitly identified in the Official Action. For this reason, if the next Official Action is not a Notice of Allowance, Applicants respectfully submit that the next Official Action should be non-final.

¹ Specification, page 12, lines 24-26.

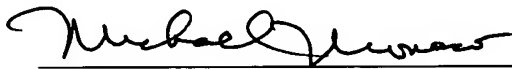
² Specification page 12, line 28 through page 13, line 17.

Regarding the clarification in the Interview Summary, Applicants submit that the present amendment clarifies the invention and distinguishes over Applicants' admitted prior art concerning the insertion of self-aggrandizing statements or honoraria within an author's text. In Applicants' claimed invention, the advertisement is something that is obtained from a remote archive and is added after the original content is created and archived (i.e., "inserting from a remote electronic archive an advertisement at a location within said content, said content now including said advertisement.") Applicants request the courtesy of a further personal or telephone discussion with the Examiner should further clarifications be considered desirable.

Accordingly, in light of the previous discussion, Applicants respectfully submit that the present application is in condition for allowance and respectfully request an early and favorable action to that effect.

Respectfully submitted,

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